

Amendments to the Claims

1. (Cancelled)

2. (Currently Amended) The terminal according to claim 44,

wherein the first content is a program to be broadcast through a digital broadcasting network, the second content is a regional CM, and the tag information has a name or an identifier of at least one of a sponsor and a product,

wherein said terminal further comprises:

location storage means having stored therein location information indicating in which area the terminal is located; and,

reproduction and output means for interrelating the first content received by said reception means with the second content fetched by said fetch means for reproduction and output,

wherein said URL specifying means refers to a table indicating, for each CM stored on the network, with which URL the CM is assigned, in which area the CM is broadcast, and for which sponsor and/or product the CM is broadcast, and

wherein said URL specifying means further specifies the URL of a CM matching with the area of said terminal as well as the name or identifier of the at least one of the sponsor and product, which is indicated by the tag information embedded in the program received by said reception means.

3. (Previously Presented) The terminal according to claim 2, further comprising:

table storage means having the table stored therein,

wherein said URL specifying means specifies, on its own, the URL by referring to the table stored in said table storage means.

4. (Cancelled)

5. (Currently Amended) The terminal according to claim 2 44,
wherein the first content is scrambled, and the second content is embedded with key
information used to descramble the first content, and

wherein said reproduction and output means extracts the key information from the second
content fetched by said fetch means, descrambles the first content by the key information and
interrelates the first and second contents with each other for reproduction and output.

6. (Previously Presented) The terminal according to claim 5,
wherein the second content is in a form of MPEG2 video stream,
wherein the key information is embedded in a user data region located in a predetermined
layer of the MPEG2 video stream, and

wherein said reproduction and output means extracts the key information from the user
data region.

7-9. (Cancelled)

10. (Previously Presented) The terminal according to claim 5,
wherein the second content is in a form of MPEG2 video stream,
wherein the key information is embedded in the MPEG2 video stream by digital
watermark, and

wherein said reproduction and output means decodes the MPEG2 video stream and
extracts said key information therefrom.

11. (Currently Amended) The terminal according to claim 2 44,
wherein the second content is predetermined by a timing for output, and
wherein said fetch means prefetches the second content before the timing to allow said
reproduction and output means to output the second content with the timing.

12. (Cancelled)

13. (Currently Amended) A content providing system for interrelating a first content to be broadcast and a second content stored on a network, said system comprising:

a broadcast device operable to broadcast the first content;

a storage device, provided on the network, operable to store a plurality of the second contents; and

a terminal operable to receive the first content broadcast by said broadcast device, while fetching the second content from said storage device, ~~and to interrelate the received first content and the fetched second content with each other for reproduction and output,~~

wherein each second content is assigned a URL indicating where the second content is stored on the network,

wherein said broadcast device is further operable to embed, in the first content, tag information which indicates attributes related to the second content to be interrelated with the first content for reproduction and output, and

wherein said terminal is further operable to specify any one URL based on a table which associates: the tag information embedded in the received first content; at least one of location information and information concerning a user which are set in the terminal; and a URL indicating from where the second content is to be fetched, and to fetch the second content having the URL assigned thereto.

14. (Previously Presented) The content providing system according to claim 13,

wherein the first content is a program to be broadcast nationwide through a satellite broadcasting network, the second content is a regional CM and the tag information has a name or an identifier of at least one of a sponsor and a product, and

wherein said terminal knows its own location and is further operable to refer to, as for the CM stored in said storage device, a table indicating the URL, the at least one of the sponsor and the product, and a targeting area, and to specify the URL of the CM matching with the name or identifier of the at least one of the sponsor and the product in the tag information embedded in the program received by said terminal, and with the area of the terminal.

15. (Previously Presented) The content providing system according to claim 14, wherein said terminal is further operable to store the table and to specify the URL on its own.

16. (Previously Presented) The content providing system according to claim 14, further comprising:

a name server having the table stored therein,

wherein said terminal is operable to control said name server to specify the URL by providing the tag information and the location information thereto, and

wherein said name server is operable to specify the URL and to send the URL back to said terminal.

17. (Previously Presented) The content providing system according to claim 14, wherein said broadcast device is further operable to broadcast the table, and

wherein said terminal is further operable to receive and store the table broadcast by said broadcast device.

18. (Previously Presented) The content providing system according to claim 15, wherein said broadcast device is further operable to broadcast the table, and

wherein said terminal is further operable to receive the table broadcast by said broadcast device, to select, from the received table, only information relevant to the area of the terminal based on the location information stored therein and to store a newly-generated table including only the selected information.

19. (Previously Presented) The content providing system according to claim 13, wherein the second content is predetermined with a timing for output, and

wherein said broadcast device is further operable to embed the tag information in a temporal position in the first content where said terminal can fetch the second content before the timing.

20. (Previously Presented) The content providing system according to claim 13, wherein the first content is scrambled,

wherein said broadcast device is operable to give, to said storage device, key information used to descramble the first content before broadcasting the first content, wherein said storage device is further operable to embed the given key information in the second content stored therein, and

wherein said terminal is further operable to extract the key information from the second content fetched from said storage device, to descramble the first content by the key information and to interrelate the first and second contents with each other for reproduction and output.

21. (Cancelled)

22. (Currently Amended) A terminal for receiving a first content to be broadcast, while fetching a second content stored on a network, ~~and interrelating the received first content and the fetched second content with each other for reproduction and output~~, wherein a plurality of second contents are stored on the network, each second content is assigned a URL indicating where the second content is stored on the network, the first content is embedded with tag information which indicates attributes related to the second content to be interrelated with the first content for reproduction and output, said terminal comprising:

reception means for receiving the first content;

URL inquiry means which notifies a server provided on the network of the tag information embedded in the first content and of at least one of location information and information concerning a user which are set in the terminal, and inquires about at least one URL assigned to the second content to be interrelated with the first content for reproduction and output; and

fetch means for fetching the second content assigned with the URL obtained as a result of the inquiry by the URL inquiry means; and

~~reproduction and output means for interrelating the first content received by said reception means with the second content fetched by said fetch means for reproduction and output.~~

23. (Currently Amended) The terminal according to claim 22,
wherein the first content is a program to be broadcast through a digital broadcasting network, the second content is a regional CM and the tag information has a name or an identifier of at least one of a sponsor and a product,

wherein said terminal further comprises;

location storage means having stored therein location information indicating in which area the terminal is located; and

reproduction and output means for interrelating the first content received by said reception means with the second content fetched by said fetch means for reproduction and output, and

wherein when said URL inquiry means inquires about at least one URL assigned to the second content, said URL inquiry means notifies the server of the location information stored in the location information storage means, as well as of the tag information, and receives from the server the URL of a CM matching with the area of the terminal.

24. (Currently Amended) The terminal according to claim ~~23~~ 22,
wherein the first content is scrambled,
wherein the second content is embedded with key information used to descramble the first content, and
wherein said reproduction and output means extracts the key information from the second content fetched by said fetch means, descrambles the first content by the key information and interrelates the first and second contents with each other for reproduction and output.

25. (Previously Presented) The terminal according to claim 24,
wherein the second content is in a form of MPEG2 video stream,
wherein the key information is embedded in a user data region located in a predetermined layer of said MPEG2 video stream, and
wherein said reproduction and output means extracts the key information from the user data region.

26-28. (Cancelled)

29. (Previously Presented) The terminal according to claim 24,
wherein the second content is in a form of MPEG2 video stream,
wherein the key information is embedded in the MPEG2 video stream by digital
watermark, and

wherein said reproduction and output means decodes the MPEG2 video stream and
extracts the key information therefrom.

30. (Previously Presented) The terminal according to claim 22,
wherein the second content is predetermined with respect to an output timing, and
wherein said fetch means fetches the second content prior to the output timing so as to
allow said reproduction and output means to output the second content at the output timing.

31. (Currently Amended) A server communicating with a terminal connected thereto
over a network, wherein the terminal notifies, to the server, tag information embedded in a first
content to be broadcast which indicates attributes related to a second content to be interrelated
with the first content for reproduction and output and at least one of location information and
information concerning a user which are set in the terminal, said server comprising:

URL specifying means for specifying which refers to the tag information notified by the
terminal to specify at least one URL assigned to the second content to be interrelated with the
first content for reproduction and output based on a table which associates: the tag information
notified by the terminal; at least one of location information and the information concerning the
user notified by the terminal; and a URL indicating from where the second content is to be
fetched; and

URL transmitting means for transmitting the URL specified by the URL specifying
means to the terminal.

32. (Previously Presented) The server according to claim 31,

wherein the first content is a program to be broadcast through a digital broadcasting network, the second content is a regional CM and the tag information has a name or an identifier of at least one of a sponsor and a product,

wherein said URL specifying means refers to a table indicating, for each CM stored on the network, with which URL the CM is assigned, in which area the CM is broadcast and for which at least one sponsor and product the CM is broadcast, and

wherein said URL specifying means additionally specifies the URL of a CM matching with the area of the terminal as well as the name or identifier of the at least one sponsor and product, which is indicated by the tag information notified by the terminal.

33-34. (Cancelled)

35. (Currently Amended) A terminal for receiving a first content to be broadcast through a digital broadcasting network, while fetching a second content for regional use which is stored on a network, and interrelating the received first content and the fetched second content with each other for reproduction and output, wherein a plurality of second contents are stored on the network, each second content is assigned a URL indicating where the second content is stored on the network and the first content is embedded with a table ~~at least one URL~~ for specifying the second content to be interrelated with the first content for reproduction and output, said terminal comprising:

reception means for receiving the first content;

location storage means having stored therein location information which indicates in which area the terminal is located;

fetch means for fetching the second content stored on the network; and

reproduction and output means for interrelating the first content received by said reception means with the second content fetched by said fetch means for reproduction and output,

wherein said fetch means refers to the table embedded in the first content and at least one of the location information and information concerning a user which is set in the terminal ~~the URL embedded in the first content and the location information~~ to specify a URL related to a second content for use in the area of the terminal and fetches the second content based on the specified URL.

36-37. (Cancelled)

38. (Currently Amended) A terminal for receiving a first content to be broadcast, while fetching a second content stored on a network, and interrelating the received first content and the fetched second content with each other for reproduction and output, wherein a plurality of second contents are stored on the network, the first content is scrambled, each second content is embedded with key information used to descramble the first content and is assigned with a URL indicating where the second content is stored on the network, and the first content is embedded with a table at least one URL for specifying the second content to be interrelated with the first content for reproduction and output, said terminal comprising:

reception means for receiving the first content;

fetch means for fetching the second content stored on the network; and

reproduction and output means for interrelating the first content received by said reception means and the second content fetched by said fetch means for reproduction and output,

wherein said fetch means refers to the table URL embedded in the first content received by said reception means and at least one of location information and information concerning a user which are set in the terminal to specify a URL of the second content and fetches the second content having the URL assigned thereto, and

wherein said reproduction and output means extracts the key information from the second content fetched by said fetch means, descrambles the first content by the key information and interrelates the first and second contents with each other for reproduction and output.

39. (Previously Presented) The terminal according to claim 38,
wherein the second content is in a form of MPEG2 video stream,
wherein the key information is embedded in a user data region located in a predetermined
layer of the MPEG2 video stream, and
wherein said reproduction and output means extracts the key information from the user
data region.

40-42. (Canceled)

43. (Previously Presented) The terminal according to claim 38,
wherein the second content is in a form of MPEG2 video stream,
wherein the key information is embedded in the MPEG2 video stream by digital
watermark, and
wherein the reproduction and output means decodes the MPEG2 video stream and
extracts the key information therefrom.

44. (Currently Amended) A terminal for receiving a first content to be broadcast, while
fetching a second content stored on a network, ~~and interrelating the received first content and the
fetched second content with each other for reproduction and output,~~ wherein a plurality of
second contents are stored on the network, wherein each second content is assigned a URL
indicating where each second content is stored on the network and wherein the first content is
embedded with tag information which indicates attributes related to the second content to be
interrelated with the first content for reproduction and output, said terminal comprising:

reception means for receiving the first content;

URL specifying means ~~for specifying which refers to the tag information embedded in
the first content to specify~~ at least one URL assigned to the second content to be interrelated with
the first content for reproduction and output based on a table which associates: the tag
information; at least one of location information and information concerning a user which are set
in the terminal; and a URL indicating from where the second content is to be fetched; and

fetch means for fetching the second content assigned with the URL specified by the URL specifying means; and

~~reproduction and output means for interrelating the first content received by said reception means with the second content fetched by said fetch means for reproduction and output.~~

45. (New) The content providing system according to claim 13,
wherein the first content is embedded with the table, and
wherein the terminal specifies the URL based on the table embedded in the received first content.